

Summary Tables and Graphs

FY 2005 Governor's Recommendation for the Millennium Income Fund

Agency	Program	Recommendation
Health and Welfare	Tobacco Counter Marketing	\$ 500,000
Health and Welfare	Statewide Youth Tobacco Free Coalitions	60,700
Public Health Districts	Smoking Cessation Programs	515,000
Catastrophic Health Care	Reduction of County Deductible Payments	500,000
Judicial	Juvenile Prevention & Diversion	270,000
State Police	Youth Tobacco Investigations	<u>94,000</u>
Total Recommendation		\$1,939,700

Tobacco Counter Marketing - **\$500,000.** Funding will be used by Health and Welfare for media development aimed at modifying behaviors and supporting intentions to quit using tobacco. The target population for this effort is 18-24 year olds. The marketing campaign is expected to result in lowering use by motivating people to refrain, or cease from using tobacco products.

Statewide Youth Tobacco-Free Coalitions - **\$60,700.** Funding will contribute to the development of a statewide community tobacco control program following the model of the Magic Valley Youth's Tobacco-Free Coalition Program. The community coalitions will incorporate the five components found in the Magic Valley model. This model includes a youth tobacco-free coalition, Business of Excellence Program, community cessation programs, a community smoke-free workplace movement, and the implementation of the 40 developmental assets program for youth.

Smoking Cessation Programs - **\$515,000.** Public Health Districts plan to continue to provide and expand a comprehensive continuum of services ranging from primary prevention to effective cessation options in order to counter the effects of tobacco use. The objective is to reduce the burden of disease, disability, and death associated with nicotine addiction by continuing to offer tobacco cessation programs statewide through the Public Health Districts of Idaho and other nonprofit entities such as hospitals, primary care clinics, and volunteer organizations. The required target populations are pregnant women and youth, although services are available to any Idaho resident who wishes to participate.

Reduction of County Deductible Payments - **\$500,000.** The Catastrophic Health Care Cost Program will use this funding to reduce county deductible payments in caring for indigent persons with tobacco – related cancers and respiratory diseases.

Juvenile Prevention and Diversion - **\$270,000.** The Supreme Court will use this funding to support and expand Youth Courts and the Status Offender Program as effective juvenile prevention and diversion programs. Youth Courts are designed to develop a continuum of prevention and diversion activities to address juvenile crime. The Status Offender Program, on the other hand, is designed to identify high-risk youth and provide services and monitoring aimed at stopping an escalating cycle toward incarceration.

Youth Tobacco Investigation - **\$94,000.** Funding will be used by the Idaho State Police (ISP) to conduct annual unannounced inspections with a minor in each of 1,900 permitted retailers of tobacco. Funds are used by ISP and by a private entity under contract with ISP to conduct the inspections.